



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
3RD YEAR 2ND SEMESTER**

**SCHOOL OF ARTS AND SOCIAL SCIENCES
B.A. COMMUNICATION**

**COURSE CODE: LAC 3213
COURSE TITLE: LANGUAGE & INTEGRATED
MARKETING COMMUNICATION**

DATE: 18TH APRIL 2019

TIME: 1430 – 1630 HRS

Instructions:

Attempt question ONE and any other TWO questions.

This paper consists of 2 printed pages. Please turn over.

QUESTION ONE

a) Differentiate marketing from the following concepts:

- i. Public Relations
- ii. Advertising

(8 marks)

b) Define Integrated Marketing Communication (IMC).

(4 Marks)

c) Explain four factors responsible for the growth of IMC.

(8 Marks)

d) Using appropriate examples, explain the role of IMC in branding.

[6 Marks]

e) Explain the role of language in IMC.

[4 Marks]

QUESTION TWO

Using relevant examples from the corporate world, discuss five elements of Integrated Marketing Communication Mix highlighting the strengths and weakness of each.

(20 Marks)

QUESTION THREE

Discuss the merits and drawbacks of Integrated Marketing Communication using appropriate examples.

[20 Marks]

QUESTION FOUR

You have been appointed the Director of Marketing and Public Relations at Maasai Mara University. Prepare an Integrated Marketing Communications plan for the University and explain how it would help the University in achieving its goals.

[20 Marks]

QUESTION FIVE

You are the Marketing Manager of Maasai Mara Steel Company where the uptake of internet is extremely low. Explain how the use of Internet in the Integrated Marketing Communication programme will assist the company.

[20 Marks]

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